

AGENDA
FREMONT REDEVELOPMENT AGENCY REGULAR MEETING
OCTOBER 5, 2010
7:00 P.M.

1. CALL TO ORDER

2. CONSENT CALENDAR

Items on the Consent Calendar are considered to be routine by the Redevelopment Agency and will be enacted by one motion and one vote. There will be no separate discussion of these items unless an Agency Member or citizen so requests, in which event the item will be removed from the Consent Calendar and considered in its normal sequence on the agenda. Additionally, other items without a "Request to Address the Redevelopment Agency Board" card in opposition may be added to the consent calendar. (In the report section of the agenda, consent items are indicated by an asterisk.)

2.1 *Approval of Minutes - for the Regular Meeting of January 13, 2009 and the Work Session Meeting of April 21, 2009*

2.2 **CENTERVILLE FRAMEWORK PLAN**
City Council and Agency Board Consideration of Key Components of the Framework Plan: Proposed Concept for Improvements to Fremont Boulevard, Urban Design Guidelines and an Approach to Public Parking Policy

Contact Person:

Name:	Josh Huber	Elisa Tierney
Title:	Redevelopment Project Manager	Redevelopment Agency Director
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RECOMMENDATION: *Staff recommends that:*

1. *City Council provide direction to staff regarding shared parking on selected sites, and if appropriate, direct staff to return with more detailed information on the feasibility of creating shared parking and to begin discussions with relevant property owners regarding shared parking and the formation of a parking district; and*
2. *City Council grant conceptual approval of proposed urban design guidelines.*

Staff also recommends:

1. *Agency Board provide direction to staff regarding shared parking on selected sites, and if appropriate, direct staff to return with more detailed information on the feasibility of creating shared parking and the begin discussions with relevant*

- property owners regarding shared parking and the formation of a parking district;
and*
2. *Agency Board grant conceptual approval of proposed Fremont Boulevard
improvements.*

3. PUBLIC COMMUNICATIONS

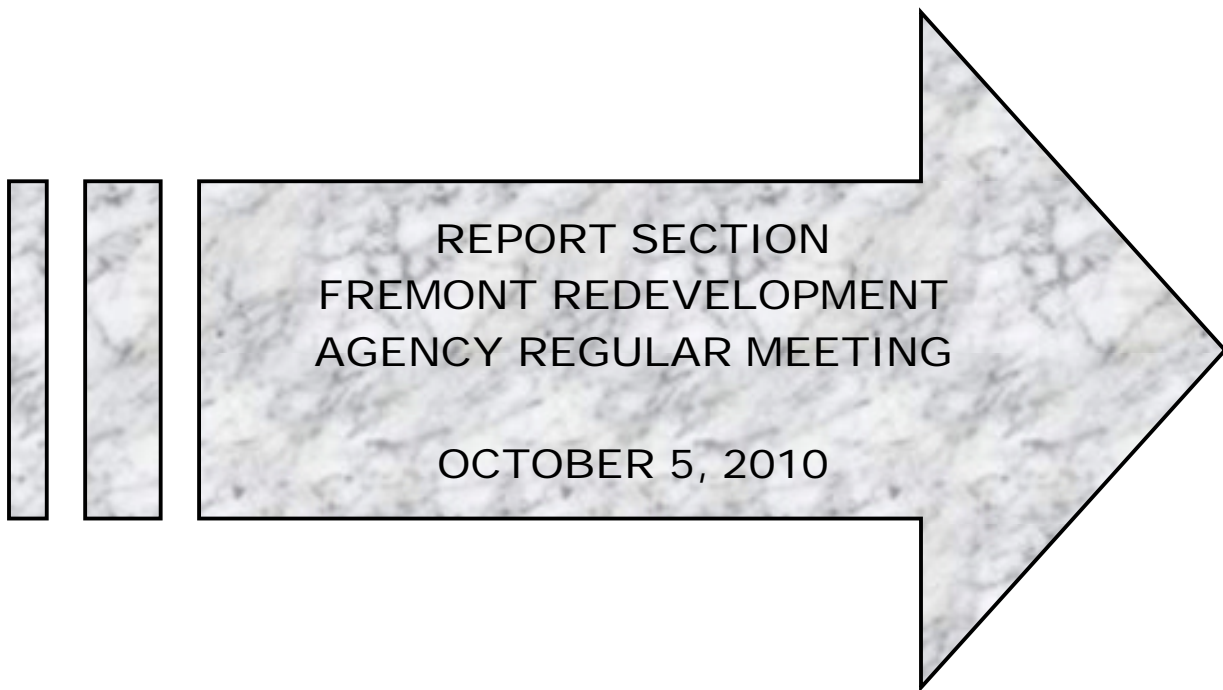
3.1 Oral and Written Communications

4. PUBLIC HEARINGS – None.

5. OTHER BUSINESS

5.1 Report Out from Closed Session of Any Final Action

6. ADJOURNMENT



***2.2 CENTERVILLE FRAMEWORK PLAN**

City Council and Agency Board Consideration of Key Components of the Framework Plan: Proposed Concept for Improvements to Fremont Boulevard, Urban Design Guidelines and an Approach to Public Parking Policy

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Executive Summary: This item appears on both the City Council and Agency Board agendas with identical staff reports. At the July 27, 2010 City Council and Agency Board meetings, staff presented the draft final plan and sought direction on a number of important land use issues. However, after much discussion, the lateness of the hour prevented the formal approvals necessary for staff to begin implementation of items under discussion that evening. The City Council/Agency Board directed staff to return as soon as possible so that action could be taken on three key components: 1) an approach to public parking policy in the Centerville district; 2) proposed improvements to Fremont Boulevard; and 3) urban design guidelines.

As a result, staff is now recommending the following:

1. City Council provide direction to staff regarding shared parking on selected sites, and if appropriate, direct staff to return with more detailed information on the feasibility of creating shared parking and to begin discussions with relevant property owners regarding shared parking and the formation of a parking district; and
2. City Council grant conceptual approval of proposed urban design guidelines.

Staff also recommends:

1. Agency Board provide direction to staff regarding shared parking on selected sites, and if appropriate, direct staff to return with more detailed information on the feasibility of creating shared parking and the begin discussions with relevant property owners regarding shared parking and the formation of a parking district; and
2. Agency Board grant conceptual approval of proposed Fremont Boulevard improvements.

BACKGROUND: In the summer of 2009, as the Council was actively considering redevelopment efforts on the Centerville Unified site and Center Theater, questions arose regarding the interrelationship of projects in Centerville and their compatibility with each other and the overall vision for the rejuvenation of the Centerville District. Council at that time directed staff to undertake a plan to clearly analyze the overall redevelopment program for the area. Staff commissioned the consulting firm of Field Paoli to study the impact of existing conditions along Fremont Boulevard on proposals for future development and the effects of new development on traffic, urban design, and public parking. The Centerville Framework Plan is the result of that analysis. Two City Council and Agency Board work sessions were held (November 17, 2009 and May 18, 2010), culminating in the meeting of July 27 in

which direction was requested by staff. Due to the lateness of the hour, despite much discussion, the Agency Board and the City Council did not have an opportunity to take action to formally direct staff to proceed on three items (outlined above), and instead directed staff to return in September for Agency and Council consideration of these outstanding actions needed to finish the process.

DISCUSSION/ANALYSIS:

Parking Policy Approach

Staff recognizes that the availability of public parking will become more of an issue as the commercial core of Centerville is rejuvenated and becomes an active, attractive, and sought-after shopping district. Since the demand for parking will increase over time as the area is redeveloped, resolution of the future parking demand will be a longer term solution and require a phased approach. Initially, the approach might include providing additional parking along Fremont Boulevard and meeting with property owners to determine the viability of a short-term sharing mechanism. The establishment of a formalized parking district might be a key component to a successful parking strategy. Eventually, it is anticipated that a centrally located parking structure might be necessary if demand continues to grow. Given its central location, staff has identified the block of Fremont Boulevard between Peralta Boulevard and Parish Avenue as the preferred location for shared public parking.

At this point, staff is requesting that Council: 1) provide direction to staff regarding the location of future shared parking, specifically on the block between Fremont Boulevard and Maple Street, bordered by Peralta Boulevard to the north and culminating in or around the end of Church Avenue to the south ; 2) once a preferred location has been identified, direct staff to begin discussions with existing private property owners on these blocks about parking options; and 3) as part of the City's CIP process commencing this year, identify costs, timing and funding sources – including the feasibility and mechanics of creating a parking district – and return to the Council and Agency Board at a later date with a detailed plan of action for district-wide parking.

It should be understood that any City/Agency involvement in the supply of long-term public parking will likely require a significant additional investment of Agency resources. As an incentive for property owners to reach an interim agreement, the Agency would commit to striping on-street parking in the area which could count towards the supply available for use by the public. On a longer term basis, the Agency could agree to invest in parking facilities such as structure parking in return for property owners' participation in the formation of a parking district.

Fremont Boulevard Improvements

Improvements to Fremont Boulevard are the most direct way to make a substantial positive impact on the Centerville commercial corridor in the short term. Public investment in streetscape improvements and lane reconfigurations to make the street more pedestrian- and bicycle-friendly has the potential to significantly transform the character of the street and thus the future of the district. While such improvements require no private investment (since they can be funded with existing City and Agency resources), they often facilitate private development. The stretch of Fremont Boulevard between Thornton Avenue and Central Avenue is a critical component of Centerville. After initial discussions with Council, staff identified a preferred lane reconfiguration design and associated streetscape improvements for Fremont Boulevard which was presented to Council on July 27, 2010.

As discussed by the City Council and Agency Board at the July 27 meeting, the changes to Fremont Boulevard that staff recommends for short term implementation include the following:

- Adding bicycle lanes in both directions;
- Enhancing pedestrian amenities with sidewalk widening (as part of future development), and the addition of mid-block crosswalks and bulb-outs to provide safer connections across Fremont Boulevard;
- Maintaining two lanes of travel in each direction;
- Providing accommodations for future Bus Rapid Transit (BRT) in the outer travel lanes;
- Providing on-street parallel parking on at least one side of the street;
- Preserving existing street trees where feasible; and
- Including a median that can be enhanced with landscape and hardscape treatments or public art.

Urban Design

At the request of the Council, staff has compiled existing urban design guidelines from various City documents into a single document. These urban design guidelines draw from the draft General Plan Community Character element, Centerville Specific Plan, Envision Fremont Boulevard Report, and the Centerville Framework Plan. The four documents inform and shape future development on a range of topics. The proposed urban design guidelines document pulls this information together into a comprehensive package that will guide potential developers as they plan enhancements or new development on their properties and communicates, in as direct a form as possible, the City's goals and vision for future development. Staff proposes to hire a consultant to perform urban design review of new developments in the study area, using the urban design guidelines as a tool to achieve desirable outcomes. Staff requests that the City Council and Agency Board conceptually approve the proposed urban design guidelines.

FISCAL IMPACT: There is no fiscal impact to any action authorized by this item. The fiscal impacts of individual projects will be assessed and authorized through future City Council and/ or Agency Board actions.

ENVIRONMENTAL REVIEW: The current action does not authorize any project nor does it constitute a project under CEQA. Therefore, no environmental review is required at this time. Conceptually approved Framework Plan components are proposed to be evaluated as part of the General Plan EIR and incorporated into the Community Plans Chapter of the General Plan 2030.

ENCLOSURE: None

RECOMMENDATION: Staff recommends that:

1. City Council provide direction to staff regarding shared parking on selected sites, and if appropriate, direct staff to return with more detailed information on the feasibility of creating shared parking and to begin discussions with relevant property owners regarding shared parking and the formation of a parking district; and
2. City Council grant conceptual approval of proposed urban design guidelines.

Staff also recommends:

1. Agency Board provide direction to staff regarding shared parking on selected sites, and if appropriate, direct staff to return with more detailed information on the feasibility of creating shared parking and the begin discussions with relevant property owners regarding shared parking and the formation of a parking district; and
2. Agency Board grant conceptual approval of proposed Fremont Boulevard improvements.

5.1 Report Out from Closed Session of Any Final Action